



# NEWS RELEASE

## COUNCIL PRESIDENT SCOTT PETERS

### First District

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### Council President Celebrates Innovative Traffic Project in La Jolla

SAN DIEGO -- Today Council President Scott Peters joined residents and merchants of La Jolla's Bird Rock community for a celebration to mark a major milestone in the Bird Rock Traffic Flow Improvement Project. The event coincided with the 6<sup>th</sup> annual "Taste of Bird Rock" community street fair.

The project began to take shape in the year 2000, when City Council candidate Scott Peters met with residents of Bird Rock to begin a community dialogue to discuss ways to reduce speed along La Jolla Boulevard and renovate and revitalize the aging commercial area.

"As a new Councilmember, I vowed to make traffic calming and revitalizing Bird Rock one of my highest priorities," Peters said. "I am pleased and proud to be here today to stand with the Bird Rock community and celebrate the culmination of so many years of work."

After extensive community involvement in design workshops and public meetings, the City Council approved the project in 2003. Construction began in 2004 on the first of five landscaped roundabouts. Work on the final roundabouts and other traffic calming measures began in September of 2007.

State and regional transportation funds made up a bulk of the project's \$5.6 million budget, including a competitive \$2 million "smart growth" grant from the San Diego Association of Governments.

Just this month, this innovative and ambitious project received a "**Smart Growth Award**" from the Urban Land Institute and the **Award of Merit for Grassroots Initiatives** from the American Public Works Association. The Federal Highway Administration will showcase the project as a demonstration project for urban planners and engineers across the country later this year.

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